GOVERNMENT OF INDIA
TEXTILES
LOK SABHA

UNSTARRED QUESTION NO:1281
ANSWERED ON:26.11.2007
INDIAN SHARE IN WORLD HANDICRAFT MARKET
Gaikwad Shri Eknath Mahadeo;Mane Smt. Nivedita

Will the Minister of TEXTILES be pleased to state:

(a) the place and share of India in the total trade of handicraft items in the world;

(b) whether the share of India in the trade of handicraft items in the world is less as compared to the ratio of handicraft items produced in the country;

(c) if so, the reasons therefor; and

(d) the steps taken by the Government to increase the export of handicraft items? Ë†

Answer

THE MINISTER OF STATE IN THE MINISTRY OF TEXTILES (SHRI E.V.K.S. ELANGOVAN)

(a): As per the recent study conducted by the Export Promotion Council for Handicrafts, the share of exports of Indian Handicrafts in world export is less than 2% and its place in world market is 7th.

(b)&(c): Yes,Sir. The reason for low share of exports of Indian handicrafts is due to the fact that the products are mainly handcrafted and exemplify a high degree of craftsmanship leading to lower production capacities and weaker supply chain management. Other reasons in this regard include: non-existence of distribution network in target markets; insufficient showrooms in foreign countries and advertisement in print and electronic media abroad, etc.

(d): The steps taken by the Government to increase the export of handicrafts include: participation in exhibitions/fairs, organising Indian Handicrafts & Gifts Fair twice a year, organising thematic exhibitions, development of innovative value added products through Product Development Programme, organising programmes for packaging and export procedure, etc.